

# MARKETING: SEMESTER STANDARDS AND OBJECTIVES

<b>Levels:</b>	Grades 10-12
<b>Units of Credit:</b>	1 Semester (.5)
<b>CIP Code:</b>	08.0708
<b>Prerequisites:</b>	None

## COURSE DESCRIPTION

An introductory course that will teach concepts of entry-level business and marketing functions. The following skill standards will prepare the student in Marketing, marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations. Student taking marketing classes should have the opportunity to participate in DECA (An Association of Marketing Students). DECA related activities and curriculum can be used as an approved part of all marketing classes.

\*This course combines two semesters of the Full Year Marketing course (Part 1 & Part II) into a single semester class, using only selected standards and objectives. As a result, the standards and objectives on this document may not be in numerical order. Standards & objectives between the Full Year and Semester Marketing courses will correspond.

**STANDARD**      **Students will have an understanding of the world of marketing.**  
**08.0708 – 01**

### OBJECTIVES

- 08.0708 – 0101 Understand that marketing is all around us by identifying its related activities.
- Describe marketing functions and related activities.
  - Explain marketing and its importance in a global economy.
- 08.0708 – 0102 Understand the marketing concept.
- Define the marketing concept.
- 08.0708 – 0103 Understand the economic benefits of marketing.
- Describe the benefits of marketing.
  - Define the term economic utility.
  - Identify the five economic utilities.
  - Determine forms of economic utility created by marketing activities.
- 08.0708 – 0104 Understand the basic fundamentals and concepts of marketing.
- Define the term market.
  - Define the term target marketing.
  - Understand the difference between customer and consumer.
  - Understanding the "Four P's of Marketing".
- 08.0708 – 0105 Understand the concept of market segmentation.
- Define the term market segmentation.
  - Understand the four methods used to segment a market.
  - Understand current demographic, psychographic, and geographic trends.

**STANDARD**  
**08.0708 – 02**      **Students will have an understanding of economics, the free enterprise system, and how it relates to marketing.**

**OBJECTIVES**

- 08.0708 – 0201      Understand the free enterprise and the market-oriented economic systems.
- Explain the types of economic systems.
  - Explain the concept of private enterprise.
  - Explain the concept of competition.
  - Determine factors affecting business risk.
  - Identify factors affecting a business's profit.
- 08.0708 – 0202      Understand government and consumer functions.
- Explain the relationship between government and business.
  - Explain the principles of supply and demand.

**STANDARD**  
**08.0708 – 06**      **Students will have an understanding of the selling process.**

**OBJECTIVES**

- 08.0708 – 0601      Define and understand selling.
- Explain the nature and scope of the selling function.
  - Analyze product information for use in selling.
  - Identify customer's buying motives for use in selling.
  - Facilitate customer buying decisions.
- 08.0708 – 0602      Explain why preparation is important.
- Determine customer/client needs.
  - Explain key factors in building a clientele.
  - Differentiate between consumer and organizational buying behavior.
- 08.0708 – 0603      Describe initiating the sale and the sales process.
- Explain the selling process.
  - Prepare for the sales presentation.
  - Establish relationship with client/customer.
- 08.0708 – 0604      Explain determining needs in a sale.
- Explain customer/client needs.
  - Assess customer/client needs.
- 08.0708 – 0605      Describe how to present a product.
- Understand how to demonstrate a product.
  - Understand how to recommend a specific product.
- 08.0708 – 0606      Understand objections and rejections.
- Understand how to convert customer/client objections into selling points.
  - Understand how to handle customer inquiries.
- 08.0708 – 0607      Understand customer buying signals and identify how to close a sale.
- Understand how to close the sale.
  - Understand how to sell a good/service/idea to individuals.
  - Facilitate customer buying decisions.
- 08.0708 – 0608      Understand effective selling.
- Demonstrate suggestion selling.
  - Understand how to process sales documentations.
  - Plan follow-up strategies for use in selling.

**STANDARD  
08.0708 – 07**      **Students will understand the concept of pricing and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 0701      Understand the steps of price planning.
- Understand the different forms of price
  - Understand the importance of price
  - Understand the goals of pricing
  - Understand the difference between market share and market position
- 08.0708 – 0703      Understand setting prices.
- Understand the various pricing techniques
  - Understand the steps in setting prices

**STANDARD  
08.0708 – 08**      **Students will understand the concept of promotion and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 0801      Understand the promotional mix, its concepts and strategies.
- Explain the role of promotion as a marketing function.
  - Identify the elements of the promotional mix.
- 08.0708 – 0802      Identify types of sales promotion.
- Develop sales promotion plans.
  - Analyze the use of specialty promotion
- 08.0708 – 0803      Explain the nature and scope of public relations.
- Develop public relations plan.
  - Analyze costs/benefits of company participation in community activities.
- 08.0708 – 0804      Identify advertising media.
- Explain the types of advertising media.
  - Evaluate the effectiveness of advertising.
- 08.0708 – 0805      Describe the essential elements of advertising.
- Explain the use of advertising agencies.
  - Explain the components of advertisements.

**STANDARD  
08.0708 – 09**      **Students will understand the concept of distribution and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 0901      Understand channels of distribution.
- Explain the nature of channels of distribution.
  - Explain the nature of channel members relationships.

**STANDARD  
08.0708 – 10**      **Students will understand the concept of marketing research and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 1001      Understand marketing research and information systems.
- Describe the need for marketing information.
  - Explain the nature of marketing research in a marketing-information function.
  - Explain the nature and scope of the marketing-information function.

- 08.0708 – 1002 Understand marketing research.
- Explain the nature and scope of the marketing-information management function.
  - Describe sources of secondary data.
  - Use data for information analysis.

**STANDARD**  
**08.0708 – 11** **Students will understand the concept of product planning and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 1101 Understand product planning, mix, and development.
- Explain the nature and scope of the product/service management function.
  - Explain the concept of the product mix.
  - Plan a product mix.

**STANDARD**  
**08.0708 – 12** **Students will understand the concept of career and professional development and how they relate to marketing.** (Optional- not included in state test).

OBJECTIVES

- 08.0708 – 1201 Describe important career decisions and opportunities.
- Identify tentative occupational interests.
  - Assess personal interests and skills needed for success in business.
- 08.0708 – 1202 Understand career planning.
- Analyze employer expectations in the business environment.
  - Identify desirable personality traits important to business.
  - Identify sources of career information.
- 08.0708 – 1203 Develop a career plan.
- Explain employment opportunities in business.
  - Identify skills needed to enhance career progression.
- 08.0708 – 1204 Understand the process of finding and applying for a job.
- Utilize job-search strategies.
  - Identify sources of career information.
- 08.0708 – 1205 Describe the process of applying for a job.
- Complete a job application.
  - Write a letter of application.
  - Prepare a resume.
- 08.0708 – 1206 Describe the job interview process.
- Interview for a job.
  - Write a follow-up letter after job interviews.

**PERFORMANCE OBJECTIVES**

- PO-01 Students will understand the sales process by completing "The Sales Presentation".
- PO-02 Students will understand the importance of marketing functions by completing "Marketing a Product".
- PO-03 Students will understand the importance of marketing functions by completing "The Marketing Research Project".